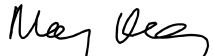


BROADBAND EXPANSION GRANT APPLICATION

For Fiscal Year 2022

Primary Applicant (Name and Address): Wisconsin Bell Inc. dba AT&T Wisconsin 722 North Broadway Milwaukee, WI 53202	Applications MUST be UPLOADED to ERF via the Commission's website, http://psc.wi.gov/apps35/ERF_upload/content/mymenu.aspx . Refer to section 2.3 for detailed instructions. Applications are due and MUST be uploaded to ERF no later than: March 17, 2022 at 4:00pm (16:00) Central Time. Late applications will not be accepted.
	Contact for further information: PSCStatebroadbandoffice@wisconsin.gov
	Date: December 1, 2021
The Public Service Commission of Wisconsin is seeking applications for Broadband Expansion Grants. The Commission may award one or more grants during Fiscal Year 2022 to public and private entities that meet the eligibility requirements set forth in Wis. Stat. § 196.504. This grant round will be funded with bond proceeds authorized by the Wisconsin Building Commission pursuant to Wis. Stat. § 13.48(30). As such, successful applicants are subject to the requirements of Wis. Stat. § 13.48(30). Successful applicants will demonstrate a clear and achievable plan to improve broadband communications services in one or more underserved areas in the State.	
Applicant Certification: In signing this application, the undersigned verifies under penalty of perjury that the Applicant and its employees and agents have not, either directly or indirectly, entered into any agreement or participated in any collusion or otherwise taken any action in restraint of free competition with respect to this application; that no attempt has been made to induce any other person or firm to submit or not to submit an application; that this application has been independently arrived at without collusion with any other proposer, competitor or potential competitor; that this application has not been knowingly disclosed prior to the opening of applications to any other applicant or competitor; that all of the responses and representations of Applicant in this application are true and correct to the best of the undersigned's knowledge, information, and belief; and that Applicant agrees to, accepts, and will comply with all of the terms and conditions respecting this application and any award of a broadband expansion grant as may be established in a grant award Agreement.	
Name of Authorized Representative: Mary McCarthy	Title: AVP Business Development
	Phone: (210) 332-2479
Signature of Authorized Representative: 	Date: 3/15/2022

SUMMARY OF GRANT APPLICATION

Primary Applicant Name: Wisconsin Bell Inc. dba AT&T Wisconsin	Amount of Broadband Grant Request (round to nearest dollar): \$1,100,201.00		
Federal Employer Identification No.: 39-071665	Amount of Matching Funds Pledged (round to nearest dollar): \$592,417.00		
Contact Name and Title: James Routh Sr. Product Marketing Manager – AT&T Fiber	Total Cost of Proposed Project (round to nearest dollar): \$1,692,618.00		
Telephone Number: 214-250-8121	Project Name: AT&T Village of Roberts Area Proposal		
E-mail Address(es): James.Routh@att.com	Type of Proposed Broadband Service (FTTH, Cable, DSL, etc.): FTTH / XGS-GPON		
Grant Manager, if different than Primary Applicant	Type of Proposed Project (Last-mile, Middle-Mile, backbone, other): Last-mile		
Grant Manager Contact Name	Grant Manager Email Address and Telephone Number		
<p>If the application proposes a public-private partnership, list the names, addresses, and FEINs of the partner companies or organizations</p> <table border="0"> <tr> <td> Ken Witt - County Administrator St. Croix County 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4303 FEIN: 396005739 </td> <td> Bill Rubin – Executive Director St. Croix County Economic Development Corporation 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4383 </td> </tr> </table>		Ken Witt - County Administrator St. Croix County 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4303 FEIN: 396005739	Bill Rubin – Executive Director St. Croix County Economic Development Corporation 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4383
Ken Witt - County Administrator St. Croix County 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4303 FEIN: 396005739	Bill Rubin – Executive Director St. Croix County Economic Development Corporation 1101 Carmichael Rd Hudson, WI 54016 Phone: 715-381-4383		
Brief Project Description (2 sentences): AT&T proposes the expansion of FTTH XGS-PON services to select unserved and underserved parts of the Village of Roberts area. Bringing multi-gigabit broadband to approximately 887 customer locations, where 532 are eligible for grant funding.			
Maximum Proposed Download Transmission Speed 5 Gbps	Maximum Proposed Upload Transmission Speed 5 Gbps		
Minimum Proposed Download Speed to Customer Location 100 Mbps	Minimum Proposed Upload Transmission Speed to Customer Location 100 Mbps		
County or Counties served by this project St. Croix County	Community or Communities served by this project Village of Roberts, WI		

List of the broadband service providers, if any, currently serving the area the applicant proposes to serve

AT&T	DSL
Baldwin Telecom, Inc.	Fiber
HughesNet	Satellite
Viasat Inc	Satellite
VSAT Systems, LLC.	Satellite
AT&T Mobility	Wireless
T-Mobile	Wireless
Verizon	Wireless

Data obtained from Commission's broadband map

Does proposed project serve an <u>unserved</u> area of the State, as defined in Section 1.4 of the application instruction? (yes/no) No	Is the Applicant certified as a Broadband Forward, Community or Telecommuter Forward, Community, or does the grant project propose to serve a Broadband Forward, Community or Telecommuter Forward, Community? (yes/no) No
For last mile projects or component the expected number of Business Locations that will have access to the improved broadband service (i.e., total business locations passed or with new service access). Approximately 38 underserved and 36 served	For last mile projects or components the expected number of Residential Locations that will have access to the improved broadband service (i.e., total residential locations passed or with new service access). Approximately 494 underserved and 319
Of the improved business locations, how many locations are <i>unserved</i> ? 0	Of the improved residential locations, how many are <i>unserved</i> ? 0
For providers that are eligible telecommunications carriers will the proposed broadband service be available to Lifeline customers? (yes/no) No	Are there any programs available for low-income households to access low-cost service or discounts? (yes/no) Yes, AT&T offers 'Access from AT&T' and participates in the federal ACP
Is the internet service provider currently participating in the Emergency Broadband Benefit Program? (yes/no) Yes, AT&T participates in the ACP	Is the internet service provider currently participating in the Department of Public Instruction and CESA purchasing's Digital Learning Bridge? (yes/no) Yes
Did the internet service provider participate in the Public Service Commission's voluntary Broadband Coverage Data Collection in 2021? (yes/no) No	

Summary of Project Budget and Funding Statement

FY22 Broadband Expansion Grant Application Budget & Income Summary



Please complete this form using Microsoft Excel. A PDF copy must be attached to your application as page four. In addition, this form must also be uploaded to ERF in Excel format.

Grant Summary

Grant Applicant:	Project:
AT&T Wisconsin	Village of Roberts

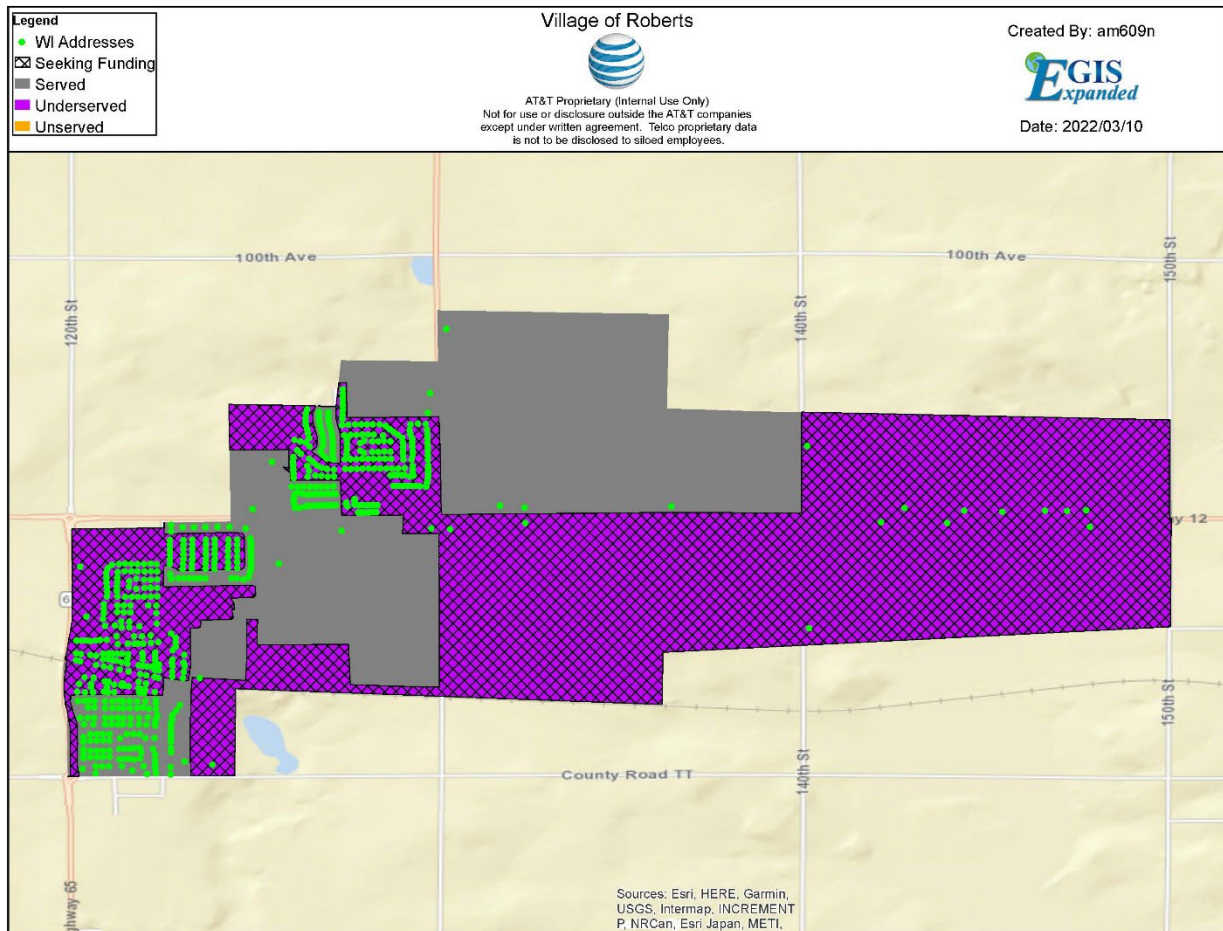
Budget

Line:	Description / Category:	Grant Funds:	Match:	Total:
1	Contractual, Consultant Fees	\$ 62,404.64	\$ 33,602.56	\$ 96,007.20
2	Equipment	\$ 651,865.48	\$ 351,005.13	\$ 1,002,870.61
3	Supplies	\$ 163,458.40	\$ 88,016.22	\$ 251,474.63
4	Labor (Salary, Fringe)	\$ 222,472.47	\$ 119,793.09	\$ 342,265.56
5	Permitting, Licensing Fees	\$ -	\$ -	\$ -
6	Travel	\$ -	\$ -	\$ -
7	Other	\$ -	\$ -	\$ -
Total:		\$ 1,100,201.00	\$ 592,417.00	\$ 1,692,618.00
				35.0% match requested

Pledged Contributions

#:	Entity:	Entity Type:	Pledge Type:	Pledge:
1	AT&T Wisconsin	Applicant	Cash	\$ 592,417.00
2				
3				
4				
5				
6				
7				
8				
9				
10				
Total:				\$ 592,417.00

Map or Maps. A clear static map(s) of the project boundaries and locations of the project area and description or key as needed.



Mandatory application requirements

An applicant must include the following information in its application to be eligible for this grant and the application must demonstrate satisfaction of indicated requirements.

Applicant identification and contact information

Wisconsin Bell Inc. dba AT&T Wisconsin
722 North Broadway
Milwaukee, WI 53202

James Routh
Sr. Product Marketing Manager – AT&T Fiber
214-250-8121
James.Routh@att.com

Description of the project

AT&T proposes the expansion of FTTH XGS-PON services to select unserved and underserved parts of the Village of Roberts area. Bringing multi-gigabit broadband to approximately 887 customer locations, where 532 are eligible for grant funding.

A static map and description of the area of the State that will be affected by the proposed project.

If the project area lies within a census block designated as served on the PSC Broadband Map, provide additional documentation to demonstrate the actual broadband service that is available in the proposed project area.

Please see static map and provided shape files noting areas that are served, as well as those that are both under and unserved.

An explanation of how the proposed project will increase broadband access.

The proposed project will provide high speed broadband access to 887 customer locations in the Village of Roberts (which includes 74 businesses and 813 residential locations that are eligible for grant funding). Out of this number, we will be providing broadband access to approximately 7 locations that are currently unserved. In addition to residents, AT&T recognizes it is important to support tourists and seasonal residents in the Village of Roberts given that St. Croix County in 2020 received \$117.8M in direct visitor spending and \$195.8M in total business sales. By providing access to multi-gigabit broadband AT&T will benefit the tourism industry by supporting seasonal residents as well as awarding travelers the opportunity and incentive to extend their stay in the area. The Village of Roberts residents and businesses will have access to packages that range from 100 Mbps symmetrical to multi-gigabit offerings.

A statement whether the proposed project is targeting the “last mile,” “middle mile,” or backbone portion of the broadband infrastructure

AT&T’s proposal is a last mile broadband infrastructure project. If approved, AT&T will expand its FTTP fiber broadband network to 887 customer locations in the Village of Roberts area. AT&T intends to leverage existing local assets for sections of the network architecture.

A description of the broadband service to be provided, including estimated download and upload speeds, whether the speed is based on dedicated or shared bandwidth, and the technology that will be used. This description may be illustrated by a map or schematic diagram, as appropriate.

AT&T currently provides the following fiber speed tiers. AT&T's proposed architecture will be scalable up to 10 Gbps symmetrical in the future. Speed is based on dedicated bandwidth to the customer location, bandwidth will then be shared among the customers connected devices.

Table 1: AT&T Fiber Speed Tiers

AT&T Speed Tier	Type	Expected Speeds (in Mbps)	
		Download	Upload
Access from AT&T*	Fiber	100 Mbps	100 Mbps
Internet 300	Fiber	300 Mbps	300 Mbps
Internet 500	Fiber	500 Mbps	500 Mbps
Internet 1000	Fiber	1 Gbps	1 Gbps
Internet 2000	Fiber	2 Gbps	2 Gbps
Internet 5000	Fiber	5 Gbps	5 Gbps

**Access from AT&T provides low-cost internet service for eligible households. Full details can be found at <https://att.com/internet/access/>. More information regarding current AT&T Internet and AT&T FiberSM offers are available at <https://att.com/internet/fiber/>*

Technology As depicted in **Figure 1**, AT&T proposes construction of an XGSPON FTTP network. The design of the XGSPON fiber-to-the-premises network is comprised of Optical Line Terminating equipment (OLTs) located primarily in AT&T Central Offices with fiber optic cables extending into each neighborhood. The fiber optic cable from the OLT is fusion spliced at a distribution cabinet (called Primary Flexibility Points, or PFPs) located in each neighborhood. The PFP contains optical splitters and fiber connectors.

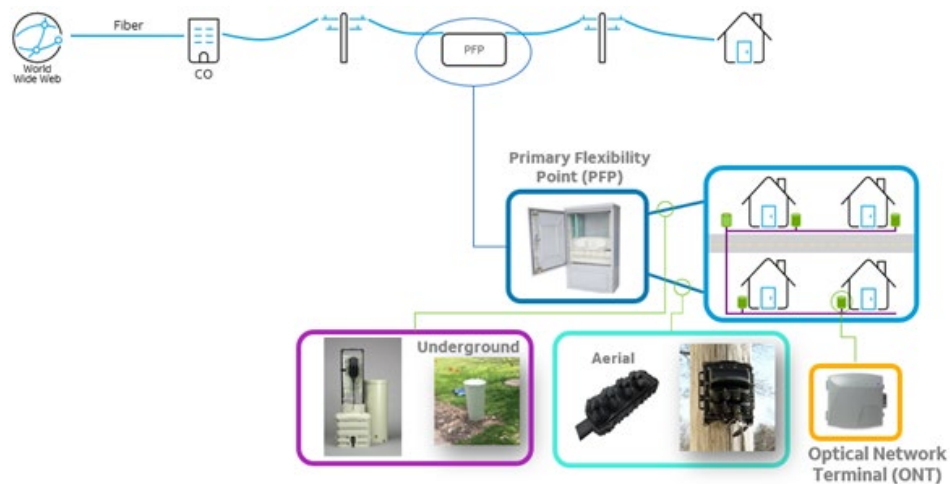


Figure 1: AT&T's Fiber Broadband Network

Inside the PFP, the fiber cable from the Central Office is connected to one side of the optical splitters. On the other side of the optical splitter, fiber optic cables are placed in the public right-of-way, so they pass each customer location within the service area. In the neighborhood, smaller distribution cabinets (called Fiber Serving Terminals or FSTs) are placed to serve about four customer locations. These fiber optic cables are 'engineered' for the specific neighborhood, leading to higher quality, less cost, and faster deployment.

Connections are provided by individual fiber optic cable “drops” from the FST to each customer location when service is ordered. The “drop” cable is armored with a hardened covering to prevent damage.

At the customer’s home, the fiber optic “drop” connects to an Optical Network Termination (ONT) device on the side of the house or, more typically, at an AT&T-installed FiberJack wall plate inside the home. When the ONT is attached to the side of the house, AT&T provides a Wi-Fi router for use inside the house. With a FiberJack installation, AT&T provides a combined ONT/Wi-Fi router. This network provides the customer with a dedicated internet connection to the home. The bandwidth is not shared, but rather dedicated to the customer.

A schedule by which the applicant intends to complete the components of the proposed project. The project period is up to 24 months.

To fully meet all needs of the Village, AT&T will develop a mutually acceptable workplan in conjunction with the Village to determine the optimal approach. Therefore, the **Table 2** timeline is only illustrative.

Table 2: Illustrative Project Timeline

Anticipated Implementation Schedule		Month(s)
Grant Award		Zero - Start
<ul style="list-style-type: none"> Execution of State Broadband Expansion Grant Agreement 		
Project Plan Development		1 through 16
<ul style="list-style-type: none"> The local AT&T Network Planner will develop a collaborative plan to ensure a fully optimized fiber network is deployed that will provide 887 Village of Roberts customer locations a high performing broadband connection 		
Detailed Design Creation & Permitting		2 through 19
<ul style="list-style-type: none"> The local AT&T Engineering team will provide the detailed design of the fiber network from the Central office to the customer premise location. This includes following all required permit submittal processes to secure the necessary approval to place fiber facilities within the respective area 		
Cable ordering & receipt		5 through 20
<ul style="list-style-type: none"> The local AT&T Scheduling Team will follow the detailed design provided by the AT&T engineering team to order the required fiber optic cable along with all associated material required for the respective projects. They will follow the open material orders to ensure timely receipt of material. 		
Construction Cable & Equipment Placement		6 through 23
<ul style="list-style-type: none"> The local AT&T Construction team will coordinate the placement of the buried and/or aerial fiber cable along with all associated equipment required to provide end to end connectivity, including handholes, flowerpots, fiber access points, etc. 		
Construction Cable Splicing		9 through 24
<ul style="list-style-type: none"> AT&T CWA Technicians will perform all splicing activities required to provide fiber service to the Village of Roberts residents and businesses. This includes performing fusion splices at the various fiber access points and connecting fiber tethers for distribution service 		
Final Testing and Inventory Validation		9 through 24
<ul style="list-style-type: none"> AT&T CWA Technicians will perform OTDR (Optical Time Domain Reflectometer) Testing to ensure connectivity throughout the fiber network, along with quality assurance, and address inventory verification. 		

Itemized Budget (all amounts should be rounded to the nearest dollar)

In addition to the Summary of Project Budget that is included as page 3, applicants should include a price list or quote for any equipment the applicant intends to purchase, including capital expenditures. The application should also indicate whether any facilities involved would be owned, rented, or leased.

Given the Broadband Expansion Grant applications are filed publicly and AT&T vendor agreement restricts the release of cost data, AT&T is unable to provide a quote or price list for its equipment and capital expenditures at this time. Upon execution of the grant award, AT&T will work with the Commission to implement the project and will provide more detailed cost estimates at that time. All facilities involved would be fully owned by AT&T.

The application must show that the grant, if awarded, will not subsidize the expenses of a telecommunications provider or the monthly bills of telecommunications customers. For purposes of this grant program, subsidize means a contribution to the operating costs, including profit, of the telecommunications provider.

AT&T is NOT seeking funding for operational expenses, digital literacy programs, marketing, or other ongoing activities. AT&T will address any funding for these activities.

The application must show that the grant funds requested will be used for the sole purpose of constructing broadband infrastructure in the underserved areas covered by the application. Construction of broadband infrastructure may include any of the following:

- **Project planning that takes place during the performance period.**
- **Obtaining construction permits.**
- **Construction of facilities, including construction of both “middle mile” and “last mile” infrastructure.**
- **Installation and testing of the broadband service.**

AT&T is proposing to the State of Wisconsin a turnkey multi-gigabit broadband solution that would be owned, operated, and managed by AT&T including all future operation expenses. AT&T is well positioned to serve these residents and businesses of Wisconsin. AT&T is seeking \$1,100,201.00 in order to provide service to 532 underserved/unserved customer locations that would otherwise be unreachable with the current economics.

Should AT&T receive an award, the grant funding will be applied to cost associated with constructing the network including materials, labor, permitting cost, and other costs associated with network construction and deployment. AT&T is NOT seeking funding for subscriber bill subsidies, operational expenses, digital literacy programs, marketing, or other ongoing activities that AT&T will be engaging in. Funding for these activities will be internal.

Priority factors supporting the application

Matching funds.

AT&T will contribute matching funds of \$592,417.00, which is 35% of the total construction cost of \$1,692,618.00. AT&T's match will be a cash pledge that contributes towards Contractual, Consultant Fees, Equipment, Supplies, and Labor costs.

Public-private partnerships

The St. Croix County will work with you to provide community education and outreach regarding the expansion of broadband access to residences and businesses within the scope of your project. We will also offer educational awareness within St. Croix County and our Economic Development Corporation will work with businesses on broadband needs.

The St. Croix County Economic Development Corporation has committed to the following contribution: to educate, encourage adoption, and help inform community members of the benefits of fiber to the home broadband service.

Existing broadband service.

Based on data obtained from the Commission's mapping tool, it appears the providers shown in **Table 3** are offering broadband service in the proposed service area.

Table 3: Village of Roberts Broadband providers

Village of Roberts Broadband providers	Type of Service
AT&T	DSL
Baldwin Telecom, Inc.	Fiber
HughesNet	Satellite
Viasat Inc	Satellite
VSAT Systems, LLC.	Satellite
AT&T Mobility	Wireless
T-Mobile	Wireless
Verizon	Wireless

Project impact.

If awarded, AT&T FiberSM broadband will significantly impact the residents and business of the Village of Roberts. The customer's ability to utilize the internet for any purpose including work from home, school, telehealth, and entertainment is greatly enhanced when taking advantage of the ultra-fast symmetrical speeds offered by AT&T Fiber.

Expanding fiber broadband to this region of the state would not be viable without the assistance of the grant funding. Additionally, AT&T is not aware of any future plans by any other providers to serve these areas with 100Mbps+ broadband speeds.

AT&T constructs its network using distribution areas (DAs). The proposed service area was selected using eligible census block data overlayed with our DA boundaries. AT&T is only seeking funding for eligible census blocks. However, due to the incongruent nature of census blocks and DAs AT&T will be constructing a higher number of total living units with AT&T fully covering the incremental costs.

- Total customer locations to be served 887

- Total underserved customer locations 532

AT&T is targeting a 40% subscriber penetration rate for the selected areas.

AT&T Consumer and Small Business Services: AT&T Fiber is an ultra-fast broadband technology delivered over a fiber optic connection to the customer premises. AT&T does and will provide residential and business service to all areas we propose to serve, however, for the purposes of this response pricing and information is focused on residential services. AT&T is currently registered to do business in the State of Wisconsin and has consistently provided innovative, reliable, high-quality products and services and excellent customer care to the residents and businesses of the State. Currently no data caps or usage tiers apply for AT&T broadband service provided over fiber.

AT&T may modify its broadband offerings from time to time in response to market conditions.

As shown in Table 4 AT&T offers some of the most competitive pricing for symmetrical fiber service, with plans starting at just \$30 per month for qualified households.

Table 4: Residential AT&T Monthly Pricing by Speed

Package	Download Speed (Mbps)	Upload Speed (Mbps)	Monthly Cost **costs include \$5 paperless billing credit
Access from AT&T*	100 Mbps	100 Mbps	\$30
Internet 300	300 Mbps	300 Mbps	\$55
Internet 500	500 Mbps	500 Mbps	\$65
Internet 1000	1 Gbp	1 Gbps	\$80
Internet 2000	2 Gbps	2 Gbps	\$110
Internet 5000	5 Gbps	5 Gbps	\$180

*Access from AT&T provides low-cost internet service for eligible households. Full details can be found at <https://att.com/internet/access/>. More information regarding current AT&T Internet and AT&T FiberSM offers are available at <https://att.com/internet/fiber/>

AT&T offers our broadband services on a stand-alone basis or bundled with other AT&T offered services. Purchasing service on a bundled basis may provide customers with better overall experience, greater value, and billing simplicity.

Additional services available include:

- AT&T Wireless
- DIRECTV
- DIRECTV Stream
- HBO MAX
- VoIP Home phone services

Here is a screenshot of AT&T's most recent residential fiber offers:

Figure 2: AT&T's most recent residential fiber offers

The screenshot displays the AT&T Fiber website with a blue header. A banner at the top reads "AT&T fiber" and "Online only offer!" with a "\$250" reward card icon. Below the banner are three service cards. The first card is for "300 Mbps Speed" at "\$55 /mo. plus taxes", featuring a speedometer icon and "15x Faster upload speed". The second card is for "500 Mbps Speed" at "\$65 /mo. plus taxes", featuring a speedometer icon and "20x Faster upload speed". The third card is for "Up to 1 GIG + HBO Max™" at "\$80 /mo. plus taxes", featuring a speedometer icon and "25x Faster upload speed". Each card has a "Check availability" button and a "See offer details" link. The HBO Max logo is also visible on the third card.

Additional details may be found at: <https://www.att.com/internet/internet-services/>

Affordability: AT&T offers specially designed programs for low-income households and actively participates in government sponsored subsidy programs. These programs are tailor made to maximize the value of AT&T broadband services to aid in closing the digital divide. Thanks to 'Access from AT&T' and the Federal Affordable Connectivity Program, eligible households may receive 100 Mbps speed AT&T Fiber service for **free**. Please see the final section of this application for further details.

AT&T Business Services: Once fiber is available throughout the service area, the following business services will be available:

- **AT&T Switched Ethernet on Demand (ASEoD):** ASEoD is a transport service that transmits Ethernet traffic among multiple locations. ASEoD provides user-friendly, web-based network configuration and management and simplified contracting for most network services.
- **AT&T Virtual Private Network (VPN):** AT&T VPN Service is a network-based IP VPN solution that uses Multiprotocol Label Switching (MPLS) to deliver high-performance, highly secure, any-to-any connectivity.
- **FirstNet:** The FirstNet mission is to deploy, operate, maintain, and improve the first high-speed, nationwide wireless broadband network dedicated to public safety. This reliable, highly secure, interoperable, and innovative public safety communications platform will bring 21st century tools to public safety agencies and first responders, allowing them to get more information quickly and helping them to make faster and better decisions.

For our complete list of services for small business, please visit the following website:

<https://www.business.att.com/small-business.html>. For a complete list of services for enterprise business, please visit the following website: <https://www.business.att.com/>

E-rate: AT&T has participated in the E-rate program for schools and libraries since the program's inception in 1998, and we're one of the program's largest service providers. For more information about AT&T and its participation in the E-rate program, go to www.corp.att.com/erate.

Scalability: As noted above, when deploying FTTP service to a new area, AT&T must make an initial investment in Optical Line Terminating equipment located within its central offices. Once this investment is made, AT&T is able to deploy more fiber service within the Village of Roberts, and at an overall lower cost. AT&T's fiber facilities also have the capacity required to meet the demands of the growing bandwidth consumption required in the Village and are scalable to meet future demands or changing technology. AT&T's fiber-to-the-premise network is based on a 10 Gbps symmetric passive optical network (XGSPON) fiber backbone. This future-proof backbone is capable of delivering speeds of 5 Gbps symmetrical in select areas and is scalable to 10 Gbps symmetrical.

Economic development: AT&T Fiber service will stimulate economic development in the Village of Roberts. Study after study confirms the financial and economic benefits highspeed broadband brings to a community. The UW Extension – St. Croix - Economic Impacts of Broadband Access and Availability explains the benefits highspeed internet will bring to communities such as the Village of Roberts. Here are just some of the benefits noted in the analysis:

- Investments in broadband infrastructure creates jobs (100,000 jobs/ \$5 billion; 498,000 jobs/ \$10 billion) (300,000 jobs for every 1% increase in BB penetration) (7% increase in bb adoption could create or save 50,748 new jobs per year in Wisconsin, \$1.86 billion in income growth)
- Fiber to the home (FTTH) raises value of single family homes by \$5,000 - \$6,000 on a home values at \$300K
- Helps business expand market reach and customer bases, especially small businesses and startups
- Is central to healthcare (records, access to expertise)
- Provides access to high education and continued education (distance learning)
- Enhance tourism (facilitating sales, keeping visitors connected)
- Survey of Tech Executives: 82% ranked broadband as very or somewhat important
- Enhances ability for tech related startups to emerge
- Improved response to emergencies

Representative Zimmerman offers the following thoughts on the benefits of broadband in the community:

“If ever the need for improved broadband was obvious, it is now – not only for our businesses, but for our families. High-speed internet access is critical for advancements and connections in everything from education to health care to businesses and tech start-ups. Our small businesses need good broadband connectivity to be successful. Our students need internet access to complete their schoolwork and unlock doors of opportunity. And our families need broadband for everything from remote work to paying bills to accessing medical records.”

Edina Realty also notes:

“In regard to the impact of reliable, high-speed internet on the Real Estate market in Pierce and St. Croix County, fiber to the home internet is the preferred solution for home buyers and sellers. Having a fiber to the home internet-based solution provides the speed and reliability required to support work from home opportunities, remote learning, tele-health solutions, etc. and provides increased marketability when consumers are selling their homes. In a competitive real estate market, time is money and fiber to the home internet can be a critical component to the amount of time a home may remain on the market which can translate into quicker sales, higher sales prices, and monthly savings.

AT& T's Fiber-to-the-Home broadband project will positively impact the residential property values within the St. Croix and Pierce County and can make a positive economic impact on both buyers and sellers in today's Real Estate Market.”

AT&T is passionate about bridging the digital divide, and our mission is to provide high speed broadband connectivity to underserved, marginalized, and rural communities so that everyone has equal access to the resources they need to thrive in today’s society. Improved access to high-speed services will provide the Village Roberts residents and businesses with the ability to navigate telework, telehealth, distance learning, and social networking, and enable greater access to education, job opportunities, medical care, and communication resources. We look forward to leveraging our experience and resources as the world’s leading telecommunications company to enrich the lives of the Village of Roberts residents and businesses.

Effect upon broadband service to adjacent areas.

The proposed project will not negatively impact broadband service in other areas and it will not impair the ability of a broadband service provider or competing broadband service provider to extend broadband service to areas adjacent to the proposed project area.

Other information supporting the application

A description of applicant’s history or experience constructing broadband communications facilities in the State and elsewhere.

For more than a century, Wisconsin and its citizens have relied on AT&T to deliver high quality network and communications services across the State. The strength of AT&T is our enduring innovation and global leadership in the communications industry. Nowhere is our commitment to communications more pronounced than in the State of Wisconsin, where AT&T has invested more than \$800 million in our network over the last three years. With more than 1.1 million strand miles of fiber optic cable, AT&T is the clear leader in the communications industry in Wisconsin.

In addition to our statewide infrastructure investment, AT&T invests in developing the local communities where we live and work. From 2018-2020 AT&T, donated \$2.6 million to local Wisconsin giving organizations and spent over 5,300 hours of volunteer time on community outreach activities. In Wisconsin alone we have more than 1,800 employees who are committed to connecting themselves and their neighbors to the best broadband services and infrastructure in order to provide them with greater access to educational, employment, and healthcare opportunities.

Beyond our work in the state, AT&T is recognized as a leading provider of IP-based communications services to residents, businesses and governments, and is a leading U.S. provider of wireless, high speed Internet access, local and long-distance voice services and pay-TV. AT&T markets its 100% fiber network to more than 15 million customer locations. More than 650,000 U.S. business buildings are now lit with fiber from AT&T, enabling high-speed fiber connections to more than 2.5 million U.S. business customer locations. Nationwide, more than 9.0 million business customer locations are on or within 1,000 feet of our fiber. For more details on our products and services, as well as strengths and abilities, visit www.att.com.

A description of how the proposed project will or will not duplicate existing broadband infrastructure.

The proposed network is will not duplicate any existing FTTP broadband network.

A description of an applicant's financial ability to undertake the proposed broadband construction project.

AT&T is a trusted advisor and agile thought leader for numerous clients in the federal, state, and local governments, and works to understand all aspects of our client's missions, systems, processes, operational strategy, culture, and people to help ensure the effectiveness and sustainment of our communications solutions and services. Our mission is to connect people with their world everywhere they live, work, and play — and do it better than anyone else.

For over 145 years, AT&T has advanced the way people communicate by continually integrating emerging technologies and expanding the capabilities of our worldwide network. With over 255,000 employees in over 60 countries, AT&T is the world's largest communications company by revenue. To meet the ever-increasing demand for bandwidth and next generation networking, AT&T invests over \$20 billion per year in our network.

The financial stability of your chosen vendor will directly affect their ability to provide continued enhancements to their service offering and ability to deploy services when and where you need them. AT&T is a profitable corporation and is ranked number 9 on the Fortune 500 list. AT&T's strong financial resources have allowed AT&T to make significant investments in network infrastructure and product development. We are proud to provide our customers with a strong product and service line, thanks to our focus on delivering the industry's most reliable service, most globally consistent portfolio, and the most advanced network management and security tools.

You can find additional corporate information at the following link: <http://www.att.com/investor-relations>

A description of how the proposed project will affect the ability of individuals to access health care service from home, including any impact upon the costs of those services.

In the case of healthcare delivery, improved broadband access will enable residents to take advantage of a wide range of telehealth services that are often cheaper than in-person appointments. Residents of the Village of Roberts will be able to easily access more providers, and more specialist services through telehealth approaches, which range from teleneurology to teledentistry, and even include remote monitoring by medical professionals of patients with difficult or severe conditions. Overall, more access to specialist services will increase the level of care residents will be able to receive, and access to more providers will decrease wait times; additionally, the convenience of telehealth appointments will increase the number of residents seeking health care services.

Improved broadband access will also help the Village of Roberts residents receive mental health services. Currently, patients across the country are facing very long wait times to receive mental health care services, and this is no less true in the Village of Roberts, where staff at the Marshfield Clinic say that wait times are increasing as more patients are seeking care. Through access to high-speed broadband, the Village of Roberts residents will be able to receive care faster by allowing them to expand their search to more mental health care providers in Wisconsin through telehealth and teletherapy appointments.

Residents will also be able to take advantage of local healthcare resources, for example, the Marshfield Clinic is now providing career-based online therapy offerings, and general telehealth appointments.

A description of how the proposed project will affect the ability of students to access educational opportunities from home

Having AT&T Fiber broadband service in the home has a tremendous impact for many students and families. Our symmetrical speeds allow for the smooth operation of virtual classrooms and video streaming. Our products provide enough bandwidth to support multiple users at any level, grade school, college, and even the demands of simultaneous virtual classroom learning, work from home needs, and entertainment.

If approved, AT&T's proposal will bring multi-gigabit fiber service to roughly 701 students in the Village of Roberts.

In addition to providing high-speed broadband service, AT&T is committed to supporting students and bridging the digital divide in Wisconsin through community engagement, educational initiatives, workforce development, career readiness programs, and employment opportunities for underserved youth. Please see below for some of the offerings that will be available to students in Wisconsin.

Free Digital Literacy Programs: AT&T equips parents and families with free digital literacy education that is vital for preparing for the jobs of the future. With the Public Library Association, we've launched 12 digital literacy courses in a curated series to help newly connected parents and families build skills and confidence using computers and mobile devices. These courses are available online to everyone. For more visit: <https://att.digitallearn.org/>.

AT&T Learn: AT&T Learn is AT&T's external-facing site that provides online materials for job training and interview preparation. Students can learn fundamental job skills including resume writing, interviewing, active listening, customer service, and careers in technology. For more visit <https://learn.att.jobs/app/>.

AT&T Summer Learning Academy: AT&T's Summer Learning Academy (SLA) is a free online externship program that is open to all high school and college students. The academy addresses skills gaps in underserved youth and furthers our commitment to education. SLA offers robust curriculum and provides 80 hours of content for students including prep work, live speakers, self-led learning, and a corporate social responsibility project. Upon completion, participants will receive a digital certification from Credly that can be shared across social media as well as added to a student's transcript.

A description of actions taken by a city, village, town, or county in support of the grant application that have not been discussed in the context of a public-private partnership above, including but not limited to:

Letters and messages in support of the application submitted by prospective customers, local government officials, and other interested persons.

Please see included letter of support from the following individuals and organizations:

- St. Croix County

- St. Croix County Economic Development Corporation
- UW River Falls
- Edina Realty
- Wisconsin State Representative Shannon Zimmerman
- Wisconsin State Senator Rob Stafsholt

Any other equitable factor that the applicant desires to discuss, including one or more of the factors in Wis. Stat. § 196.03(6) that the applicant believes its project would advance. In discussing this element, the following information may be useful:

We provide assistance to individuals of low income through the following programs:

‘Access from AT&T’: Access from AT&T is part of our \$2 billion, 3-year effort to help bridge the digital divide. For \$30 per month eligible customers will receive free installation, Wi-Fi router, no contract term commitment or deposit, and over AT&T Fiber, the ‘Access from AT&T’ speed tier is 100 Mbps symmetrical. ‘Access from AT&T’ is funded by AT&T. Full details can be found at att.com/internet/access/.

Households who participate in any of the following are eligible for the Access from AT&T:

- Supplemental Nutritional Access Program (SNAP) participant
- National School Lunch and Head Start Programs participant
- Income - Household income based on 200% or less than federal poverty guidelines (shown in the **Table 5** below)

Table 5: Household income based on 200% of federal poverty guidelines

Number of people in household	Maximum household income
1	\$25,760
2	\$34,840
3	\$43,920
4	\$53,000
5	\$62,080
6	\$71,160
7	\$80,240
8	\$89,320
For each additional person, add	\$9,080

Affordable Connectivity Program (ACP): A second, and “stackable” (i.e., can be applied to ‘Access from AT&T’) affordability program is the Federal Affordable Connectivity Program (ACP). ACP is a temporary program administered by the FCC.

AT&T participates in the FCC’s ACP program with both our wireline and wireless services. The ACP currently provides a \$30 end user subsidy to eligible households. For example, with the ACP, the eligible customer’s monthly ‘out of pocket’ cost is free for AT&T Fiber 100 Mbps symmetric service when combined with ‘Access from AT&T’.

Those on qualifying Tribal lands can save up to \$75 per month. Full details of all eligible plans from AT&T can be found at att.com/acp.

The ACP subsidy can be applied to any of the service speed tiers. The table below illustrates the impact of the ACP when all available subsidies/discounts are applied to AT&T Fiber service offerings.

Table 6: AT&T Internet Plans and Discounts

Features	Access from AT&T*	AT&T Internet Plans				
Symmetrical Speeds	100 Mbps	300 Mbps	500 Mbps	1 Gbps	2 Gbps	5 Gbps
Data Allowance	UNL	UNL	UNL	UNL	UNL	UNL
Monthly Service	\$30	\$60	\$70	\$85	\$115	\$185
Auto Pay/Paperless Bill Discount		(\$5)	(\$5)	(\$5)	(\$5)	(\$5)
Monthly Service after AP/PB Discount	(\$30)	\$55	\$65	\$80	\$110	\$180
Affordable Connectivity Program Benefits	(\$30)	(\$30)	(\$30)	(\$30)	(\$30)	(\$30)
Monthly Service after ACP Benefits	\$0	\$25	\$35	\$50	\$80	\$150

Households are eligible for the ACP if: Someone in the household participates in one of the following federal assistance programs:

- Has an income that is at or below 200% of the federal poverty guidelines; or
- Participates in certain assistance programs, such as SNAP, Medicaid, Federal Public Housing Assistance, SSI, WIC, or Lifeline
- Participates in Tribal specific programs, such as Bureau of Indian Affairs General Assistance, Tribal TANF, or Food Distribution Program on Indian Reservations.
- Is approved to receive benefits under the free and reduced-price school lunch program or the school breakfast program, including through the USDA Community Eligibility Provision in the 2019-2020, 2020-2021, or 2021-2022 school year.
- Received a Federal Pell Grant during the current award year.
- Meets the eligibility criteria for a participating provider's existing low-income program.

**A PUBLIC PRIVATE PARTNERSHIP AGREEMENT WITH AT&T FOR BROADBAND EXPANSION
PROJECT IN ST. CROIX COUNTY,**

WHEREAS, St. Croix County Economic Development Corporation, Wisconsin, seeks to help provide access to resources and support structure necessary for economic development within its boundaries; and

WHEREAS, AT&T doing business in St. Croix County, proposes a partnership to expand fiber to the home broadband services to reach the un-served and underserved residences and businesses in the City of River Falls, City of Hudson and Village of Roberts as defined by the Wisconsin Public Service Commission; and

WHEREAS, it is currently expected that the proposed broadband expansion would be constructed in areas within River Falls, Hudson, Roberts and St. Croix County and the enhanced broadband access will be utilized to position the area for desirable economic growth through addressing existing broadband service disparities that now exist within the project area; and

WHEREAS, AT&T has applied for a Broadband Expansion Grant with the Public Service Commission of Wisconsin to expand access to broadband services in St. Croix County who has approved a letter of support for AT&T's Broadband Expansion Grant Application; and

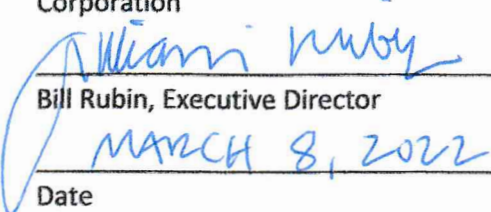
WHEREAS, to further support its application for a Broadband Expansion Grant, AT&T and St. Croix County Economic Development Corporation enter into an agreement, referred to as a Public Private Partnership Agreement, to assist in this Project by:

The St. Croix County Economic Development Corporation has committed to the following contribution: to educate, encourage adoption, and help inform community members of the benefits of fiber to the home broadband service. St. Croix EDC will have no financial obligation through this agreement.

WHEREAS, the St. Croix County Economic Development Corporation desires to enter into a Public Private Partnership Agreement with AT&T in support of this Broadband Expansion Project.

NOW, THEREFORE, BE IT RESOLVED, by the St. Croix County Economic Development Corporation to enter into this Public Private Partnership Agreement with AT&T to expand fiber to the home broadband access and services to unserved and underserved areas within the City of River Falls, City of Hudson, Village of Roberts as identified by the Wisconsin Public Service Commission.

Adopted By: St. Croix County Economic Development
Corporation

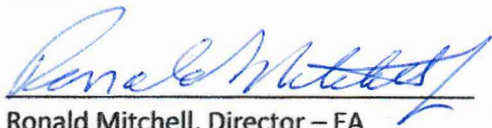


Bill Rubin, Executive Director

MARCH 8, 2022

Date

AT&T



Ronald Mitchell, Director - EA

MARCH 8th, 2022

Date



February 22, 2022

AT&T
Attn: Jim Jermain
316 W. Washington Ave.
Madison, WI 53703

RE: St. Croix County Broadband Partnership

Reviewing your projects in the Hudson, River Falls and Roberts, we are excited to partner with you on your broadband expansion plans. St. Croix County has committed necessary resources to helping with the expansion of broadband throughout St. Croix County and seeing that every home and business has access to high-speed internet.

The St. Croix County will work with you to provide community education and outreach regarding the expansion of broadband access to residences and businesses within the scope of your project. We will also offer educational awareness within St. Croix County and our Economic Development Corporation will work with businesses on broadband needs.

St. Croix County looks forward to partnering with you on this project and encourages you to apply for additional project funding if available. Please keep us posted on the status of your project.

Respectfully,

A handwritten signature in black ink that reads 'Ken Witt'.

Ken Witt
County Administrator

March 4, 2022

Public Service Commission of Wisconsin
Attn: Mr. Dennis Klaila, Program & Planning Analyst
610 N Whitney Way
P.O. Box 7854
Madison, WI 53707

Dear Mr. Klaila,

I am writing in support of AT&T's Broadband Expansion Grant application which, if approved, will bring Fiber-to-the-Home Broadband services to underserved and unserved homes and businesses in both St. Croix and Pierce County, Wisconsin.

There are many benefits of having fast, reliable, and affordable internet service in our community related to quality of life and economic impact. Access to high-speed broadband is no longer a luxury; it is a necessity for American families, businesses, and consumers. Affordable, reliable access to high-speed broadband enable consumers to expand access to education and health care services, improve productivity of businesses and drives innovation.

In regard to the impact of reliable, high-speed internet on the Real Estate market in Pierce and St. Croix County, fiber to the home internet is the preferred solution for home buyers and sellers. Having a fiber to the home internet-based solution provides the speed and reliability required to support work from home opportunities, remote learning, tele-health solutions, etc. and provides increased marketability when consumers are selling their homes. In a competitive real estate market, time is money and fiber to the home internet can be a critical component to the amount of time a home may remain on the market which can translate into quicker sales, higher sales prices, and monthly savings.

AT&T's Fiber-to-the-Home broadband project will positively impact the residential property values within the St. Croix and Pierce County and can make a positive economic impact on both buyers and sellers in today's Real Estate Market.

Sincerely,

Betty Most

Edina Realty, Inc.

715-821-6491



ROB STAFSHOLT

STATE SENATOR • 10th SENATE DISTRICT

(608) 266-7745
Toll Free: (800) 862-1092
Sen.Stafsholt@legis.wi.gov

P.O. Box 7882
Madison, WI 53707-7882

March 9, 2022

Public Service Commission of Wisconsin
Attn: Dennis Klaila
610 North Whitney Way
P.O. Box 7854
Madison, WI 53707-7854
RE: Broadband Expansion Grant applications

Dear Mr. Klaila,

I am writing to you today to express my support for AT&T's Fiscal Year 2022 Wisconsin Broadband Expansion grant applications to build reliable broadband service in hard-to-serve areas of five Northwest Wisconsin communities: Chippewa Falls, Eau Claire, Hudson, River Falls and Roberts. I have the privilege of serving and representing three of these communities: Hudson, River Falls and Roberts.

Broadband expansion grant funds will enable AT&T to offer multi-gigabit Fiber-To-The-Premise (FTTP) service to nearly 13,000 residences and businesses in underserved and unserved areas of these communities.

The lack of high-speed Internet access is a major roadblock to economic development. In our digital age, our small, underserved and rural communities are left at a huge disadvantage without a fast, reliable broadband infrastructure. Local businesses lose opportunities because of poor Internet connections. Students are placed at a competitive disadvantage as they struggle to access information online with the same ease as their peers. And residents are unable to reliably use the Internet for basic tasks like finding job postings, managing bank accounts, and accessing medical records.

In our connected economy, access to a broadband Internet connection is an absolute necessity. Without it, our communities will continue to lag behind in job creation and community development.

I urge you to support AT&T's grant applications for funds to expand broadband access in Northwest Wisconsin to position our communities and our residents for future success.

Thank you for your consideration.

Sincerely,

State Senator Rob Stafsholt
Senate District 10



Office of the Interim Vice Chancellor for Business and Finance • 111 North Hall • (715) 425-3737 • Fax: (715) 425-3352

March 10, 2022

Wisconsin Public Service Commission
Mr. Dennis Klaila, Program & Planning Analyst
610 N Whitney Way
Madison, WI 53707

Dear Mr. Klaila,

On behalf of the University of Wisconsin-River Falls, I am writing today in connection with AT&T's applications to expand broadband service in northwest Wisconsin through the Broadband Expansion Grant program.

The University recognizes unequal access to broadband services may exist in areas of the greater University community, including those servicing or frequented by students. Locations affected by unserved or underserved broadband connectivity may experience a variety of disadvantages as a result. Connectivity was particularly crucial, and inequities even more evident, during the height of the COVID-19 pandemic, when students and employees were working and learning from home in large numbers.

AT&T has notified the University of its plans to address broadband access by building Fiber-To-The-Premise (FTTP) service to nearly 13,000 homes and businesses in northwest Wisconsin, including in the community of River Falls, with Broadband Expansion Grant funds.

The University supports any efforts to equalize internet access and resources across the community, without endorsement of competitor(s) in the private sector.

Thank you for your time and consideration.

Sincerely,

A handwritten signature in black ink that reads "Jody Nichols". The signature is written in a cursive, flowing style.

University of Wisconsin-River Falls



SHANNON ZIMMERMAN

STATE REPRESENTATIVE • 30th ASSEMBLY DISTRICT

March 8th, 2022

Wisconsin Public Service Commission
Dennis Klaila, Broadband Expansion Grant Program
610 North Whitney Way
Madison, WI 53707-7854

Dear Mr. Klaila,

I am writing today to recommend grant applications by AT&T to provide high-speed broadband service in five currently unserved communities in Northwest Wisconsin, including three communities I represent (Hudson, River Falls and Roberts).

According to AT&T, funds from the Broadband Expansion Grant program would enable the company to build and offer multi-gigabit Fiber-To-The-Premise (FTTP) service to almost 13,000 homes and businesses in either unserved or underserved areas of these five communities.

If ever the need for improved broadband was obvious, it is now – not only for our businesses, but for our families. High-speed internet access is critical for advancements and connections in everything from education to health care to businesses and tech start-ups. Our small businesses need good broadband connectivity to be successful. Our students need internet access to complete their schoolwork and unlock doors of opportunity. And our families need broadband for everything from remote work to paying bills to accessing medical records.

That's why I am supportive of AT&T's proposals to use Broadband Expansion Grant funds to expand broadband service in these northwest Wisconsin communities. I encourage you to approve these grant applications and help bring expanded broadband to more of my constituents.

Sincerely,

A handwritten signature of Shannon Zimmerman, consisting of a stylized 'S' and 'Z'.

Shannon Zimmerman
State Representative
30th Assembly District